

# Tim Macholz

Hands-on UX leader  
bridging strategy, design,  
and code.

## CONTACT

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## EDUCATION

### Bachelor of Fine Arts in Animation

School of Visual Arts  
New York, NY

## PROFICIENCIES

### UX & Product

- Research & synthesis
- Prototyping & experimentation
- Service & systems design
- Facilitation & workshops

### AI & Technology

- AI-driven development (Claude Code, Codex, Cursor, v0, Replit)
- Prompt & interaction design for AI systems
- Front-end prototyping (HTML/CSS/JS)
- Internal tooling & automation

### Leadership

- Team management
- Org-wide enablement
- Design strategy
- Change management

## ABOUT ME

*I approach technology with healthy skepticism and a focus on human impact. For the past two decades, I've helped people navigate increasingly complex digital systems, with recent work focused on AI tools that amplify human judgment without stripping meaning from work.*

## Creative Technology Director

SYPartners | February 2021 – Present

*UX strategy and AI-enabled systems shaping research, decision-making, and delivery across the firm.*

- Set the digital and UX strategy on consulting projects, shaping how teams designed, delivered, and scaled digital experiences across workshops, summits, and enterprise activations.
- Designed, built, and iterated on AI-enabled internal and client-facing applications, working directly in code and prompts to improve how teams prioritized workflows, scoped work, and made decisions.
- Managed and mentored a multidisciplinary team of designers, developers, and makers, establishing shared processes and standards for in-house digital production.
- Led company-wide AI onboarding and education, focusing on mental models, trust, and practical integration into existing design and delivery workflows.

## Design Manager

Capital One | April 2019 – February 2021

*UX leadership for complex, regulated financial systems built across multiple teams.*

- Led the UX and design strategy to re-envision Capital One's decades-old commercial underwriting process, improving efficiency, collaboration, and time to generation while supporting a broader re-architecture of the underlying technology stack
- Established design processes and strategy to support the building of foundational banking software alongside 40+ developers across 8 teams
- Built a culture of sharing and communication within the design team, reducing siloed work and increasing consistency across products and teams.
- Planned and facilitated recurring concept and ideation workshops that surfaced user pain points, aligned stakeholders, and helped teams focus priorities earlier in the product lifecycle.

## Senior Experience Designer

SYPartners | March 2016 – April 2019

*End-to-end UX for internal tools and digital products, from research through launch.*

- Embedded with cross-functional teams to conduct research, prototype solutions, and rapidly test ideas—helping client and internal teams learn faster and reduce downstream risk.
- Led the UX design for a suite of internal SYP tools and SYPartners' digital leadership development platform, Leadfully.
- Guided the Leadfully product from concept to full-scale digital training application, shaping the UX for the core platform, curriculum, onboarding, and engagement experience.
- Planned and led user testing initiatives that validated assumptions, surfaced

usability issues early, and informed product and design decisions.

### **Senior Interactive Designer**

Equinox | July 2012 – January 2013, July 2015 – February 2016

*UX and interface design for consumer-facing web and mobile products.*

- Served as lead digital designer for Equinox.com, The Pursuit, and Equinox mobile applications, shaping core member-facing digital experiences.
- Designed interfaces and interaction models for in-club fitness applications and connected equipment, including The Pursuit, one of the first digital group cycling experiences.
- Designed native iOS and web applications for member platforms, balancing brand expression with usability across devices and contexts.
- Helped establish a cohesive design system and style guide, bringing consistency to a fragmented ecosystem of digital products.

### **Partner / Designer / Developer**

Solve Design | January 2013 – June 2025

*Full product lifecycle ownership across strategy, UX, design, and development.*

- Co-founded and operated a small digital design practice, leading end-to-end product work from strategy and UX through design and front-end development for a range of clients.

### **Senior Designer**

Marvel Entertainment

November 2010 – July 2012

*UX design for large-scale consumer platforms across web and mobile.*

- Designed and evolved UX for Marvel's web, iOS, and Android platforms, including a major redesign of the Digital Comics app and the Digital Comics web store.
- Led the redesign of MarvelKids.com, creating a more engaging, compliant, and age-appropriate experience while meeting strict brand and legal requirements.
- Supported ongoing design initiatives across Marvel.com and digital marketing efforts, contributing to a cohesive user experience across a broad content ecosystem.

Additional work history is available at [www.linkedin.com/in/timmacholz](http://www.linkedin.com/in/timmacholz)